

What is claimed is:

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1. ~~A method for obtaining and responding to~~
information from a number of consumers including a first
consumer, comprising:

conducting an interview with the first consumer to
5 obtain responses to telecommunications survey questions;

deciding whether to send the first consumer an
identification card
identifying unit based on results of said conducting
step;

storing data related to the first consumer's
10 responses to said telecommunications survey questions in
data storage means;

supplying said identification card to the first
consumer when a decision is made to do so by said
deciding step, said identification card having
15 identification information related to the first consumer;
providing written survey questions to the first
consumer;

receiving, for the first time, said identification
card for the first consumer in an interactive apparatus;
20 relying on data previously stored for the first
consumer in responding to use of said identification card
of the first consumer for the first time in said
interactive apparatus to output a benefit receipt, with
said data relied on being obtained from at least one of
25 said telecommunications survey questions and said written
survey questions;

~~presenting interactive survey questions to the first consumer using said interactive apparatus;~~

30 rewarding the first consumer when the first consumer
responds to at least one of said interactive survey
questions.

2. A method, as claimed in Claim 1, wherein:
said conducting step includes requesting information
about marketing factors related to the first consumer,
with said marketing factors selected from a group that
includes: food products, favorite brands, income,
occupation, hobbies, magazines, appliances,
organizations, vehicles and smoking habits.

3. A method, as claimed in Claim 1, wherein:
said deciding step includes reaching a decision not
to send said identification card based on a refusal to
answer at least one of said telecommunications survey
5 questions.

4. A method, as claimed in claim 1, wherein:
said written survey questions include questions that
are different from said telecommunications survey
questions.

5. ~~A method, as claimed in Claim 1, wherein:
said presenting step includes storing data related
to the first consumer's responses to said interactive
survey questions in said data storage means.~~

downloading information to said interactive
apparatus based on said data that was previously stored
5 related to the first consumer's responses.

7. A method, as claimed in Claim 1, further
including:

initiating supplemental survey questions by one of
the consumers to provide data from the one consumer and
5 storing said data from said supplemental survey questions
in said data storage means.

8. A method, as claimed in Claim 1, wherein:
said rewarding step includes outputting a second
benefit receipt constituting a money savings rebate for
an identified product or service.

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26 9. A method, as claimed in Claim 1, further
including:

conducting with a second consumer telecommunications
survey questions, sending a second identification card to
5 the second consumer, inquiring of the second consumer
using interactive survey questions different from said
interactive survey questions used with the first consumer
and outputting a benefit receipt to the second consumer
that is different from the benefit receipt provided to
10 the first consumer and in which said benefit receipt
provided to the second consumer is based on different
responses received from said telecommunications survey
questions with the second consumer.

10. A method, as claimed in Claim 2, wherein:

said supplying step includes incorporating additional information with said identification card of the first consumer and said additional information includes
5 information received from the first consumer directed to
said marketing factors.

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11. A system for obtaining and responding to information from consumers in connection with providing one or more benefit receipts, comprising:

5 a telecommunications survey network for providing telecommunications survey questions to at least a first consumer and receiving data from the first consumer related to said telecommunications survey questions;

identifying means that includes identification information for the first consumer;

10 an interactive apparatus responsive to said identifying means of the first consumer and for presenting interactive survey questions, said interactive apparatus outputting a benefit receipt convertible to an amount of cash when at least certain of said interactive survey questions are responded to by the first consumer;
15 and

storage means for storing said data obtained using said telecommunications survey network and said interactive apparatus.

12. A system, as claimed in Claim 11, wherein:

said interactive apparatus outputs a second benefit receipt constituting a coupon to the first consumer based on said data obtained from the first consumer.

13. A system, as claimed in Claim 11, wherein:

some of said data provided by the first consumer to said interactive apparatus is utilized to generate said benefit receipt and other of said data is not utilized.

14. A system, as claimed in Claim 11, wherein:

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said data from said interactive apparatus is communicated directly to said data storage means while said data from said telecommunications survey questions is communicated directly to said storage means by someone other than the first consumer.

15. A system, as claimed in Claim 11, wherein:
said data storage means stores data from the first consumer based on written survey questions that is different from said data based on telecommunications survey questions.

16. A system, as claimed in Claim 11, wherein:
said data storage means stores data from the first consumer obtained when the first consumer initiates supplemental survey questions.

17. A system, as claimed in Claim 11, further including:

host means communicating with said storage means for processing said data from the first consumer including data obtained using said telephone communications survey questions and said interactive apparatus survey questions.

18. A system, as claimed in Claim 11, wherein:
said consumer benefit receipt includes one of the following: a coupon, a token, a rebate, a check, a discount and a voucher.

19. A system, as claimed in Claim 11, wherein:
the amount of cash associated with the benefit receipt to the first consumer depends on the number of

said interactive survey questions responded to by the
5 first consumer.

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